

**MINUTES OF PLOnQ INC MEETING
HELD ON THURSDAY 21 MAY 2020**

NAME	BUSINESS	ATTENDANCE/APOLOGY
Soula Mantalvanos (President)	Queenscliff Gallery & Workshop	Present
Trish Berry (Vice President)	Noble Rot	Apology
Theo Mantalvanos (Treasurer)	Queenscliff Gallery & Workshop	Present
Zelda Walters (Secretary)		Present
Andrew Grigau (Committee Member)	The Shelter Shed	Present
Donnie Grigau (Committee Member)	The Shelter Shed	Present
Sally Denahy (Committee Member)	Circa 1902	Present
Chris Dinneen (CDD) (Committee Member)	Circa 1902	Present
Colleen Kenwood (Committee Member)	Seaview Gallery	Apology
Bryce Ives (Committee Member)	Works on State level cultural events	Apology
Warren Hobbs (Committee Member)		Present
IN ATTENDANCE		
Ross Ebbells	BOQ Councillor	Present
Martin Gill	BOQ CEO	Present
Di Nelson	Tourism Greater Geelong & the Bellarine	Apology
Tracey Carter	Tourism Greater Geelong & the Bellarine	In attendance
Shannon Di Lisio	BOQ	In attendance
Carly Douglas	BOQ	In attendance

	ITEM	DISCUSSION/ACTIONS
Meeting Format		PLonQ met via Zoom. Due to the current Covid-19 situation, unless restrictions are lifted, the next meeting will also be held via Zoom.
Acknowledgement of Country		Acting Chair, Soula Mantalvanos, welcomed everyone to the meeting and gave acknowledgement to the Wadawurrung people as the Traditional Owners of the land. Sally Denahy and Chris Dinneen took over the chair when their internet difficulties were overcome.

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Minutes		<p>Minutes of the Meeting of 16 April 2020 were approved and to be posted on the PLOnQ website.</p> <p>ACTION: DG/SM</p>
PLonQ Membership Form		<p>An update was provided on the Membership Form which was now online for people to apply to join PLOnQ.</p>
Covid 19 - Current Situation for Businesses		<p>General: MG (BOQ) gave a rundown on the State's current situation regarding Covid-19. He mentioned:</p> <ul style="list-style-type: none"> • There were no active cases reported in the Region; • 370,000 tests had been conducted by the State Government; • The State Government was looking to ease some restrictions on restaurants and cafes; • The number of domestic violence cases had risen in Victoria – this was of great concern. • BOQ was working with domestic violence authorities and for the next two weeks would be messaging the local community on how people could get help.
	Support for Business	<p>A lot of current media had been spruiking businesses getting ready to reopen. TM mentioned an article in The Age which highlighted several areas in Victoria for people to visit. Query was raised with TGGB that its recent media releases had not made mention of BOQ, Queenscliff or Point Lonsdale. Comments made:</p> <ul style="list-style-type: none"> • BOQ needed to be promoted in the area; • TC stated a recent TGGB article was highlighting national parks, gardens etc in the area; • Visit Victoria was trying to balance promotional coverage of the regions; • SDL (BOQ) stated Visit Vic had restructured and was concentrating its efforts more on local areas; • There was a need for promotion for the BOQ area into State media; • TC made mention of theurbanlist.com website, which ran an article featuring Queenscliff over the weekend; • SM ask requested Visit Victoria PR contact details to enable forwarding of future media releases. <p>ACTION:</p> <ul style="list-style-type: none"> • TM to send TC at TGGB a copy of The Age article. • TC to send SM contact details for theurbanlist.com.

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	<p>Signage and Promotional Materials</p>	<p>SM reported responses to the Local Business posters/flyers had been very good - feedback was that they had been well received.</p> <p>Committee and meeting attendees thanked Soula and Theo Mantalvanos for producing the posters/flyers, that their hard work was greatly appreciated. Further it was reported that:</p> <ul style="list-style-type: none"> • The second (monthly) updated poster/flyer went out today - 21 May; • The flyer print run had been doubled (500); • More businesses had taken up the offer to be listed on the posters/flyers; • Businesses had updated their information for the current flyer/poster; • There would be a further updated print run in June; • Continuing on with the flyers would be reassessed after the next print run - it would be dependent on State Government plans moving forward; • Together with Council's Shop Local campaign, the two were reported to be going well.
<p>Other Initiatives</p>	<p>Tourism Greater Geelong and Bellarine</p>	<p>TC reported that TGGB:</p> <ul style="list-style-type: none"> • Looking at what was and was not going to be open in June. When this was clearer, the information would be published on the VisitGeelongBellarine (VGB) website. In the current circumstances: • The TGGB Board had made membership free as 2020 had been so bad a year for businesses; • Any business could sign up this year to membership (at no cost) and advertising in the TGGB's What's On and be part of the distribution; • Interested businesses could access the Membership Form via the TGGB website; • Reminded TGGB membership was free to businesses in BOQ; • TC informed attendees that on 28 May 2020, TGGB was running a Webinar Seminar on getting ready for reopening. Information had been sent out to TGGB members; • Information on the Seminar was in the BOQ's next Business Bulletin and on the 'Shop Local' Facebook page (SDL); • The Seminar would highlight opportunities for training and development. <p>SDL (BOQ) reported the BOQ Facebook 'Shop Local' had:</p> <ul style="list-style-type: none"> • Received around 585 hits per post; • Over 3000 visits to the website. SDL gave the example of Noble Rot, how it had engaged with the

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		<p>website, that owners had given SDL updates;</p> <ul style="list-style-type: none"> • The page had good reach; • It was good to see local information on the people behind the businesses; • It was also good to see what was open. <p>There was discussion on information dissemination to various websites, eg, Facebook, Instagram etc. SM explained the Loomly social media resource, which allows management of multiple social media networks from the one place.</p> <p><u>ACTION:</u> TGGB to look at this. BOQ currently looking at this.</p>
	Grants	<p>MG (BOQ) stated Council was currently discussing budget submissions. Discussions included:</p> <ul style="list-style-type: none"> • In the current situation, what Council would be able to do in regard to funding; • It was looking at the budget submissions process against the estimated monies that may be available; • Proposals for grants would be taken back to Council and discussed at the June Council meeting; <p>MG suggested PLOnQ submit a proposal for consideration in the budget.</p> <p><u>ACTION:</u> SM/TB: Letter/brief submission to be put together and submitted to Council on or before 28 May 2020.</p>
	PLOnQ Projects	<p><u>Logo:</u> SM had circulated copies of the new PLOnQ logo to Committee.</p> <ul style="list-style-type: none"> • URL of current website to change to reflect alphabetical correctness (visitqpl.com.au changed to visitplqcom.au) • Group asked to submit their preference of colourways to SM; • The logo to be used as the Group's official brand for visitplq.com.au projects and submissions. <p>Committee congratulated SM on the logo design.</p> <p><u>Review and Update:</u> a) <i>visitplq.com.au website:</i></p> <p>Videos of local traders had been presented to SDL (BOQ) to see if it was possible for collaboration between PLOnQ and Council.</p>

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ACTION: This was still being addressed.

b) There was discussion about ***visitqueenscliff.com.au*** and ***visitpointlonsdale.com.au*** websites:

- The websites are a TGGB initiative;
- They are currently being updated;
- They are structured and promoted in a different way to the PLOnQ *visitpl.com.au* website;
- Each specific TGGB area, eg, Portarlington, Drysdale have a specific URL and page within the *visitgeelongbellarine.com.au* website.

The websites are part of TGGB's way of:

- getting the message out about businesses in the areas;
- providing the business community with a brand atlas;
- promoting the region and businesses in a contemporary way.

ACTION: TGGB to provide URLs for the websites.

c) Council was asked about the ***queenscliff.com.au*** website:

- TM had written to the website manager stating information was out of date and gave a bad impression of area. He had not heard back.
- TM was concerned because the site came up at the forefront of web searches of the area;
- MG (BOQ) informed the meeting the website owner had sent a letter to Council requesting payment to action changes;
- Council was requested to follow up the owner to update the information;
- RE said he knew the website owner and would take the matter up with them.

ACTION: RE to follow up and report back on *queenscliff.com.au*.

d) **Destination Queenscliff:**

- TC (TGGB) wanted to be more proactive in getting businesses involved with *visitgeelongbellarine.com.au* content;
- SM gave a rundown on videos PLOnQ had produced for *visitvistplq.com.au*. These would give visitors information on and a feeling of familiarity with the area for when they visited.
- TC looking forward to working with Group to ensure

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		<p>TGGB information reflected the area and brand direction. SM and TC agreed collaboration essential.</p> <p>ACTION: TC to discuss collaborative ideas further with SM and PLOnQ.</p>
	Transport Collective And Advertising	DG reported this had been put on hold since the Covid-19 lockdowns.
	Visitor Information and Brochures	<p>SDL (BOQ) was waiting until the Council's branding project finished.</p> <ul style="list-style-type: none"> • The key takeaway from the project would influence what will be put to the market; • SDL was in the process of redefining what would be required ie, printed and digital material. <p>ACTION:</p> <p>ZW expressed concern the Mayor's Message was being removed from some local papers. With the high age demographic in the area many residents were not tech savvy and relied on local papers for information. MG (BOQ) mentioned Queenscliff Herald would be two-monthly edition therefore information would need to be more generic. The QH looking to be hand delivered to residents from September 2020.</p> <p>ACTION: MG noted concerns and to look into the matter.</p>
NOTE: Meeting site dropped out.		SM TOOK OVER CHAIR OF MEETING
	QCode	<p>SDL discussed progress of QCode sites. She stated QCode to be incorporated into all historical signage in Borough – historical art points, memory and QCode together.</p> <ul style="list-style-type: none"> • The digital code to be situated onto the corner of all Artist Trail signage; • SDL showed an example to the meeting. <p>The Group congratulated Council on this initiative.</p>
Deferred Items	Calendar of Events	<p>TC (TGGB) gave a rundown on its "What's On" website:</p> <ul style="list-style-type: none"> • There was a section on the site where businesses could send in information for the section; • This was available to anyone anytime and was free for businesses; • Site run by ATDW (Australian Tourism Data

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		<p>Warehouse);</p> <ul style="list-style-type: none"> Any business could list for free. <p>There was discussion on the Google operation for database copy.</p>
	The Hub Survey	<p>It was reported the Survey Monkey survey, which showed the plan for the new Hub precinct was up on the BOQ website for comment.</p> <ul style="list-style-type: none"> Attendees to look at and make comments; DG enquired why other plans of the area had not been put up on the website; RE stated the underground area for the Museum would be increased over time as more funds became available. <p>ACTION: RE to follow up MG about DG query re additional plans.</p>
	RV Dump Point	<p>RE stated contracts had been signed the contractor for installation of a RV dump point. It was anticipated installation would start first week of June 2020 .</p>
Other Matters	Ferry Entrance	<p>RE had met with Parks Victoria (PV) and raised concerns about the untidy state of the construction area of the Ferry Entrance. PV stated it was not aware of the situation, would look into the matter and start to clean the area up.</p>
	Bank Account	<p>TM reported the PLOnQ bank account was now operational.</p> <p>ACTION: Follow up Council for possible support.</p>
Deferred Items		<ul style="list-style-type: none"> Calendar of Events Possible visit by Minister Summer Advertising Campaign Information Brochure Christmas Late Night Trading Flags
Next Meeting (via Zoom)		<p>Thursday 18 June 2020.</p> <p>Chair: Donnie Grigau</p>

SIGNED AS A CORRECT RECORD:

PRINT NAME:

DATED:18 June 2020.